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November 1, 1996

Office of the Secretary
Federal Communications Commission
Room 222
1919 M Street N.W.
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Re: CS Docket No. 95-178
Definition of Markets

Ladies and Gentlemen:

In comments filed in the above referenced Docket on October 31, 1996, Southern Broadcast Corporation of Sarasota requested that the attached "Further Reply Comments" be incorporated by reference. For ease of reference, I am submitting seven copies of this document for inclusion in CS Docket No. 95-178.

Sincerely yours,

Joseph A. Belisle
Counsel for Southern Broadcast
Corporation of Sarasota

JAB/lhq

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Sutter Bcst Corp
of Sarasota
35 Mi Rul.

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of	)	
	)	
Amendment of Parts 73 and 76	)	Gen. Docket No. 87-24
of the Commission's Rules	)	
Relating to Program Exclusivity in	)	
the Cable and Broadcast Industries	)	

RECEIVED
FEB - 3 1989
Federal Communications Commission
Office of the Secretary

To: The Commission

FURTHER REPLY COMMENTS

Respectfully submitted,

Matthew L. Leibowitz
John M. Spencer
Joseph A. Belisle

February 3, 1989

Leibowitz & Spencer
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TABLE OF CONTENTS

SUMMARY

No credible factual or theoretical basis has been advanced to justify expanding the amount of non-network territorial exclusivity allowable under the present rules. The only substantial testimony in this proceeding demonstrates the harm that will be caused by increased territorial exclusivity for non-network programs. Proposed expansion of the non-network territorial exclusivity limit is opposed by the National Association of Broadcasters, the National Cable Television Association and the Motion Picture Association of America, i.e., the representatives of each industry that will be affected by the proposal. The Commission should heed these warnings and refrain from actions that will deny small market television stations and the communities they serve access to attractive television programming.

FURTHER REPLY COMMENTS

1. Southern Broadcast Corporation of Sarasota ("SBC") replies to the various comments filed in opposition to retention of the present non-network territorial exclusivity rule, Rule 73.658(m).[1] These comments and the Further Notice of Proposed Rule Making[2] that solicited them illustrate the absence of meaningful factual data or reasonable theoretical analysis justifying changes in the present non-network territorial exclusivity rule. They contrast sharply to the concrete factual presentations of those seeking preservation of the non-network territorial rule, a position advocated by the industry representatives of the broadcast, motion picture and cable television industries.

I. NO FACTS JUSTIFYING REPEAL OF THE NON-NETWORK TERRITORIAL EXCLUSIVITY RULE HAVE BEEN ADVANCED IN THIS PROCEEDING.

2. The most salient omission from most commenters' arguments favoring increased non-network programming exclusivity is a concrete explanation of just what commenters intend to do if and

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[1] These comments were filed by Apple Valley Broadcasting, Inc.; Association of Independent Television Stations, Inc.; Beam Broadcasters, Ltd.; BHC, Inc. and United Television; Cosmos Broadcasting Corporation; Durham Life Broadcasting, Inc.; Golden Orange Broadcasting Company, Inc.; Gulf California Broadcasting Company, Inc.; Hubbard Broadcasting, Inc.; Meredith Corporation; National Broadcasting Company, Inc.; New York Times Company; Pikes Peak Broadcasting Co.; Press Broadcasting Company; Tribune Broadcasting Company; and Tulsa 23.

[2] FCC 88-322, released October 21, 1988 (hereinafter "Further Notice").

when they are free to obtain the amount of increased programming exclusivity they desire. These commenters are understandably reluctant to identify the stations and markets they hope to deprive of syndicated programming. Indeed, the few commenters who alleged specific failures of the non-network territorial exclusivity rule did not demonstrate any need whatsoever on the part of large market stations for the enhanced profits increased exclusivity will bring them.

3. For example, Hubbard Broadcasting, Inc.[3] and United Television, Inc.[4] bemoaned the fact that the present rules prevent their Minneapolis/St. Paul VHF stations from obtaining program exclusivity against UHF Station KXLI, St. Cloud, Minnesota. They voiced this complaint, even though Station KXLI went off the air in December 1988.[5]

4. While Hubbard and United characterized KXLI as a Minneapolis/St. Paul competitor, the truth is that KXLI was not even a remote competitive threat to either Hubbard's Station KSTP-TV or United's Station KMSP-TV. As demonstrated in the attached

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[3] Hubbard Broadcasting, Inc. ("Hubbard") is a group owner controlling Stations WTOG-TV, St. Petersburg, Florida; WSAX(TV) Alexandria, WDIO(TV) Duluth; WIRT(TV) Hibbing; WRWF(TV) Redwood Falls; and KSTP-TV St. Paul, Minnesota; KOB-TV Albuquerque and KOBR(TV) Roswell, New Mexico.

[4] United Television, Inc. ("United") is controlled by Chris Craft Industries, Inc. It owns KUTP-TV, Phoenix, Arizona; KBHK-TV, San Francisco, California; KMSP-TV, Minneapolis, Minnesota; KMOL-TV, San Antonio, Texas and KTVX-TV, Salt Lake City, Utah.

[5] <u>See</u> Comments of BHC, Inc. and United Television, Inc. at p. 6 n. 5. Presumably the fear is that KXLI may recover and actually start serving St. Cloud again.

extract from Television and Cable Factbook, 1988 edition,[6] Station KXLI's average daily circulation in 1987 was 33,800 television households, as compared to 637,400 households for KSTP-TV and 492,600 households for KMSP-TV. Indeed, KXLI's net weekly circulation was less than one-third of KSTP-TV's average daily circulation. Query what legitimate regulatory objective will be achieved by denying KXLI access to all non-network programs exhibited in Minneapolis/St. Paul?

5. The next "egregious" case supposedly requiring elimination of the non-network territorial exclusivity rule was the "unfairness" in the competition between United's Station KMOL-TV, San Antonio, Texas and Station KRRT, Kerrville, Texas. Station KMOL-TV is a VHF NBC affiliate, while Station KRRT is a UHF affiliate of the Fox Network. Station KRRT's average daily circulation of 102,400 television households is less than one-third of Station KMOL-TV's average daily circulation.[7] In the years since KRRT began its operations, Station KMOL-TV's average daily circulation has actually increased from 277,000 television households to 308,300 television households.[8] The two stations' relative competitiveness is further reflected in their top rates for 30-second commercials. KMOL-TV's 1986 rate of $2,500 is more

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[6] Appendix A, hereto.

[7] See pages A-1035 and A-1053 of Television and Cable Factbook, 1988 Edition, appended hereto as Appendix B.

[8] Compare Appendix B, page A-1053 with page A-985 of Television and Cable Factbook, 1986 edition, appended hereto as Appendix C.

than four times KRRT's highest rate in 1988.[9] Clearly Station KRRT has not presented United's Station KMOL-TV with any sort of competitive threat requiring expansion of Station KMOL-TV's programming exclusivity.

6. United also cited the competitive situation formerly existing between Station KPTV, Channel 12, Portland, Oregon and Station KHSP, Channel 22, Salem, Oregon as justification for undoing the non-network territorial exclusivity rule. A certain irony exists in United's arguments. Today Station KHSP is a home shopping formatted station.[10] Obviously, Station KHSP's "unfair" advantage under the non-network territorial exclusivity rule was not sufficiently "unfair" to permit it to continue a normal entertainment format in the overshadowed Salem market.

7. In 1985, when Station KHSP (then KECH) was a regular independent station, its average daily circulation was 16,100 television households. At this same time, Station KPTV's average daily circulation was 348,800 television households. Station KHSP/KECH's highest 30-second rate in August 1984 was $150 as compared to Station KPTV's July 1985 high 30-second rate of

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[9] While these rates are not for the identical time frame, they are the only rates available to SBC from its Television and Cable Factbooks. Nonetheless, this rate disparity does reflect the relative power that Stations KMOL-TV and KRRT exert in their respective television markets.

[10] <u>See</u> Page A-879 of Television and Cable Factbook, 1988 Edition, appended hereto as Appendix D.

$2,000.[11] Clearly, Station KPTV has never faced any type of competitive threat from Station KHSP or its predecessors that justifies modification of the non-network territorial exclusivity rule.

8. A second non-existent competitive aberration cited as justification for repealing the non-network territorial exclusivity rule is the former inability of Chicago stations to obtain exclusivity against Station WPWR-TV, Channel 60, Aurora, Illinois.[12] It may be true that the non-network territorial exclusivity rule prevented Chicago and Aurora stations from purchasing exclusivity against each other. However, this "advantage" hardly offset the unique disadvantages WPWR-TV faced by virtue of the fact that it shared its frequency with Station WBBS-TV, West Chicago. Apparently, the disadvantages of being a part-time television station were sufficient to cause WPWR-TV to move full-time to Channel 50, Gary, Indiana, a community subject to Chicago territorial exclusivity claims. Station WBBS-TV, WPWR-TV's West Chicago counterpart, apparently has always been subject to program exclusivity claims from Chicago stations.

9. The final example cited for the unfairness of the non-network territorial exclusivity rule is the competition between stations in Raleigh-Durham and Fayetteville, North Carolina. This

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11 See pages A-818 and A-820 of Television and Cable Factbook, 1986 Edition, appended hereto as Appendix E.

12 Today WPWR-TV is licensed to serve Gary, Indiana on Channel 50. It is subject to non-network territorial exclusivity claims from Chicago stations.

example, presented by Durham Life Broadcasting, Inc. ("Durham Life"), is actually limited to an imbalance in competition between a single Fayetteville station and the Raleigh-Durham UHF stations.[13]

10. Station WKFT, Fayetteville's largest independent UHF station, has constructed technical facilities that almost duplicate the coverage of Raleigh-Durham's NBC affiliate, Station WPTF-TV.[14] The non-network territorial exclusivity rule prevents Station WKFT and Station WPTF-TV from purchasing territorial exclusivity against each other. This is a rare, if not unique, situation where an overshadowed station can duplicate coverage of a major market station. As such, it is not a reason to repeal or modify the rule.

11. Specifically, all other stations in the Fayetteville and Raleigh-Durham markets are classic examples of the need for the non-network territorial exclusivity rule. It would be a disaster for Station WFCT, Fayetteville, if the Raleigh-Durham stations could prevent it from purchasing syndicated programming. Station WFCT does not come close to duplicating the coverage of any Raleigh-Durham Station. Its average daily circulation, 18,000 television households, compares to an average daily circulation of

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[13] There are three stations in Raleigh-Durham affiliated with the three major networks and a Raleigh station affiliated with the Fox Network. The two Fayetteville stations are UHF independents. See pages A-763, A-764, A-775, A-776, A-777 and A-778 of Television and Cable Factbook, 1988 Edition, appended hereto as Appendix F.

[14] Raleigh-Durham's CBS affiliate operates on Channel 5 and its ABC affiliate operates on Channel 11. The average daily circulation of each of these stations is more than six times greater than the average daily circulation of Fayetteville's largest UHF station. See Appendix F.

91,200 for WLFL-TV, 160,000 for WPTF, 386,400 for WTVD and 441,300 for WRAL-TV. See Appendix F.

12. Moreover, the non-network territorial exclusivity rule has not been shown to put station WPTF-TV at any actual disadvantage vis-a-vis Station WKFT. Neither station can purchase exclusivity against the other. Station WPTF-TV, with its NBC network affiliation, is not subject to anything but normal competition from independent station WKFT. Indeed, this is a competition WPTF-TV is winning by a large margin. WPTF-TV has an average daily circulation that is almost three times WKFT's average daily circulation of television households.

13. As demonstrated above, the opponents of the present non-network territorial exclusivity have not cited a single existing case where a major market station actually needs any more programming exclusivity than it is presently receiving. Even in the examples cited as egregious problems with the non-network territorial exclusivity rule, the large market stations are dominating their allegedly "unfair" small market competitors. There are simply no facts justifying change of the present non-network territorial exclusivity rule.

14. While the record in this proceeding is devoid of concrete evidence of any need for increased territorial exclusivity in non-network programming, it is replete with comments describing the disastrous effect increased exclusivity will have on small market television stations. The National Association of Broadcasters ("NAB"), for example, presents an overview of expected conflicts

arising from proposed increases in exclusivity. The NAB notes that just expanding the non-network territorial exclusivity zone by 15 miles, to 50 miles, will create 261 new situations in which stations in one city could preclude stations in another city from acquiring programming rights. Expanding the exclusivity zone to 70 miles, a distance within the range of the largest VHF stations, will create 860 new community conflicts. The NAB's concerns are echoed in the detailed comments of the numerous licensees who expect to be deprived of programming under the proposed new non-network territorial exclusivity regime.[15] Indeed, even groups with such diverse interests as the Motion Picture Association of America, Inc. and the National Cable Television Association, Inc. support retention of the present non-network territorial exclusivity rule.

II. THERE IS NO CONSENSUS AMONG OPPONENTS OF THE PRESENT NON-NETWORK TERRITORIAL EXCLUSIVITY RULE CONCERNING AN APPROPRIATE EXCLUSIVITY LIMIT.

15. The only clear conclusion that can be drawn from the recent comments opposing the present non-network territorial exclusivity rule is that almost everyone agrees that some form of

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[15] See comments filed by the New Hampshire Association of Broadcasters; WMUR-TV, Inc.; Gillett Holdings, Inc.; Brechner Management Company; Arthur C. Kalowec; WFMJ Television, Inc.; Busse Broadcasting Corporation; KNTV, Inc.; Pollack/Belz Communications Co., Inc.; WWNY-TV; United Communications Corp.; WTMJ, Inc.; Maranatha Broadcasting Company, Inc.; The 97 TV Stations; and Marion T.V., Inc.

a non-network territorial exclusivity rule is a good thing.[16] The power of large market stations to demand unreasonable exclusivity is dramatically illustrated by the comments of Beam Broadcasters, Ltd. and Gulf California Broadcasting Company, Inc. Both of these commenters operate television stations in markets well beyond the range of Los Angeles' television stations.[17] Both are deeply concerned that Los Angeles stations will demand exclusivity against distant markets in order to protect cable carriage of syndicated programs broadcast on the Los Angeles stations.

16. The comments of those opposed to the present non-network territorial exclusivity rule are a paper Tower of Babel on the issue of what should be the limits of exclusivity. Suggestions include (a) a 50-mile zone, community to community,[18] (b) Nielson's DMA,[19] (c) 35 miles, transmitter site to transmitter site;[20] (d) Grade B contour,[21] (e) 35 miles from each community in a hyphenated

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[16] The only commenters advocating unlimited exclusivity were (a) National Broadcasting Company, Inc., (b) BHC, Inc. and United Television, (c) Durham Life Broadcasting, Inc and, possibly, (d) Press Broadcasting Company.

[17] Beam's station is licensed to Yuma, Arizona, a community roughly 220 miles from Los Angeles. Gulf's station is licensed to Palm Springs, a community approximately 100 miles distant from Los Angeles.

[18] Gulf California Broadcast Company, Inc.

[19] Pikes Peak Broadcasting Company.

[20] Tribune Broadcasting Company.

[21] Hubbard Broadcasting, Inc.

market,[22] (f) ADI[23] and (g) unlimited exclusivity against satellite TV stations of stations licensed to the same market.[24] There are three certainties involved in adopting any one of these liberalized exclusivity standards. First, it is a certainty that existing program arrangements relied upon by small market stations will be disrupted. Second, it is a certainty that those who relied on the non-network territorial exclusivity rule in making their investments in small market television will be harmed. Finally, it is certain that large market stations will be enriched at the expense of stations struggling on the outskirts of major markets.

17. The NAB, in its comments filed January 17, 1989, thoroughly explained why various expanded limits of non-network territorial exclusivity have been rejected in the past and should be rejected today. SBC supports the NAB's extremely well-reasoned position. Further, SBC notes its objection to those who propose redefining exclusivity arrangements in hyphenated markets to permit exclusivity against any community within 35 miles of any named community in the hyphenated market. Because hyphenated markets can cover several communities separated by considerable distances, extension of a distant station's exclusivity rights by 35 miles could result in grants of exclusivity covering a hundred miles or

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22 Beam Broadcasters, Ltd. and Meredith Corporation.

23 Apple Valley Broadcasting, Inc; Association of Independent Television Stations, Inc.; Cosmos Broadcasting Corporation; and Tulsa 23.

24 New York Times Company.

more. These types of expansive non-network territorial exclusivity claims were specifically disallowed in Territorial Exclusivity In Non-Network Arrangements, 37 RR 2d 821 (1976). No valid reason exists to revisit this determination today.

18. Lastly, SBC objects to those comments proposing that the ADI define the limits of a station's non-network territorial exclusivity. As the NAB points out, ADIs vary in geographic expanse from year to year and often combine fringe markets with nearby larger markets. Stations must often enter into syndicated programming contracts covering program broadcasts over several years. The uncertainties involved in an ADI exclusivity limitation will make negotiations for longer term program rights far more difficult. Allowable exclusivity distances could shift repeatedly throughout a long-term program contract.

III. "GRANDFATHERING" IS NOT A REASONABLE ALTERNATIVE TO RETAINING THE NON-NETWORK TERRITORIAL EXCLUSIVITY RULE.

19. A particularly cynical position taken by some commenters in this proceeding is that unlimited programming exclusivity is appropriate so long as existing stations are grandfathered. This "grandfathering" argument is an invitation to small market stations to adopt the same "I've got mine, Jack" philosophy embodied in the comments of large market stations in this proceeding. This invitation should be declined. The non-network territorial exclusivity rule has fostered growth of small market television and it should continue to do so. As long as Section 307(b) remains in

the Communications Act, the Commission is obligated to promote a fair distribution of television service among all communities and states. Progress in the distribution of television service will not occur if new small market television stations are denied access to attractive programming by the exclusivity demands of large market stations.

20. Section 307(b) of the Communications Act is not a directive to preserve the status quo. It imposes an affirmative duty upon the Commission to distribute licenses and frequencies among the communities of the United States. The non-network territorial exclusivity rule is an important tool in implementing Section 307(b)'s mandate.

CONCLUSION

21. In view of the foregoing, SBC submits that no substantial factual showing has been made by the proponents of relaxed non-network territorial exclusivity limits. The only credible comments is this proceeding are those that cite the very real threat to local television service posed by increasing the amount of non-network territorial exclusivity available to large market television stations. The Commission should heed these warnings and

refrain from actions that will deny small market television stations and the communities they serve access to attractive television programming.

Respectfully submitted,

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Counsel for
Southern Broadcasting
Corporation of Sarasota

February 3, 1989

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CERTIFICATE OF SERVICE

I, Maria C. Rodriguez, hereby certify that the attached Further Reply submitted on behalf of Southern Broadcast Corporation of Sarasota was sent this 3rd day of February, 1989, to the following persons by U.S. Mail, First Class Postage Prepaid:

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Maria C. Rodriguez

Maria C. Rodriguez

APPENDIX A

Minnesota—St. Cloud

KXLI

Ch. 41

(Operates satellite KXLT, Rochester, MN)

Network Service: Fox.

Licensee: L.E.O. Broadcasting Inc., Box 1776, St. Cloud, MN 56302.

Studio: 800 St. Germain St., St. Cloud, MN 56301.

Mailing Address: Box 1776, St. Cloud, MN 56302.

Telephone: 612-252-0110.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: Circularly polarized, 1470-ft. above av. terrain, 1499-ft. above ground, 2449-ft. above sea level.

Latitude	45°	23'	00"
Longitude	93°	42'	30"

Transmitter: 3.7-mi. NE of Big Lake.

Satellite Earth Stations: 2 in operation; Scientific-Atlanta, Zebra receivers.

News Services: AP, CNN.

Ownership: Dale W. Lang, pres., 40%; Ronald O. Eikens, v.p.-treas.; Richard Primuth, secy.; Richard Messina, 12.5%; Charles Russel, 12.5%; N. Walter Goins, 12%; John J. Gorra, 11%; John P. Kramer, 3%; Glen Hardyman, 3%; JEMS Partnership, 6%. JEMS ownership: Edward M. Snider, 80%; Joseph Cohen, 20%. Also owns KXLT(TV), Rochester, MN.

Began Operation: November 24, 1982.

Represented (sales): Adam Young Inc.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Represented (engineering): David L. Steel & Associates.

Personnel:
DOUG McMONAGLE, general manager.
JOHN MUNYON, production manager.
DIANA FUHRMAN, operations manager.

Rates: Not available.

City of License: St. Cloud. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	MINNESOTA			
50% & Over	Kanabec	4,900	4,800	98
	Sherburne	11,000	10,900	99
	MINNESOTA			
Between 25-49%	Isanti	8,900	8,800	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Stearns	35,800	35,300	98

KXLI BMPCT-820708KG Granted 9/22/82

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Wright	21,600	21,300	99
	MINNESOTA			
Between 5-24%	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Carver	14,000	13,900	99
	Chisago	10,000	9,900	99
	Hennepin	387,800	384,300	99
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	Mc Leod	11,100	11,000	99
	Meeker	7,700	7,600	99
	Pine	7,600	7,400	97
	Ramsey	179,300	177,800	99
	Rice	15,800	15,600	99
	Scott	16,300	16,200	99
	Todd	9,400	9,100	97
	Washington	42,200	41,900	99
	WISCONSIN			
	Polk	13,100	12,900	98
Station Totals		**917,800**	**909,000**	**99**
Net Weekly Circulation (1987)				**128,900**
Average Daily Circulation (1987)				**33,800**

KSTP-TV

Ch. 5

Network Service: ABC.

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 3415 University Ave., St. Paul, MN 55114.

Telephone: 612-646-5555. **Telex:** 59-0244.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude	45°	03'	45"
Longitude	93°	08'	22"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Satellite Earth Stations: Scientific-Atlanta, 11-meter; 2 Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-meter; Scientific-Atlanta, 5.5-meter; Scientific-Atlanta, Andrew receivers.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1220-ft.

News Services: AP, UPI, ABC, Conus, Group W Newsfeed.

Ownership: Hubbard Bcstg. Inc., 100%. See Group Ownership of Television Stations.

Began Operation: April 23, 1948.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): A. D. Ring & Associates.

Personnel:
ROBERT REGALBUTO, president & general manager.
KARL GENSHEIMER, sales director.
THOMAS FEE, general & national sales manager.
PAT NIEKAMP, local sales manager.
JOHN M. DEGAN, station manager.
LARRY PRICE, news director.
RALPH LEE, chief engineer.
GINNY MORRIS, promotion manager.

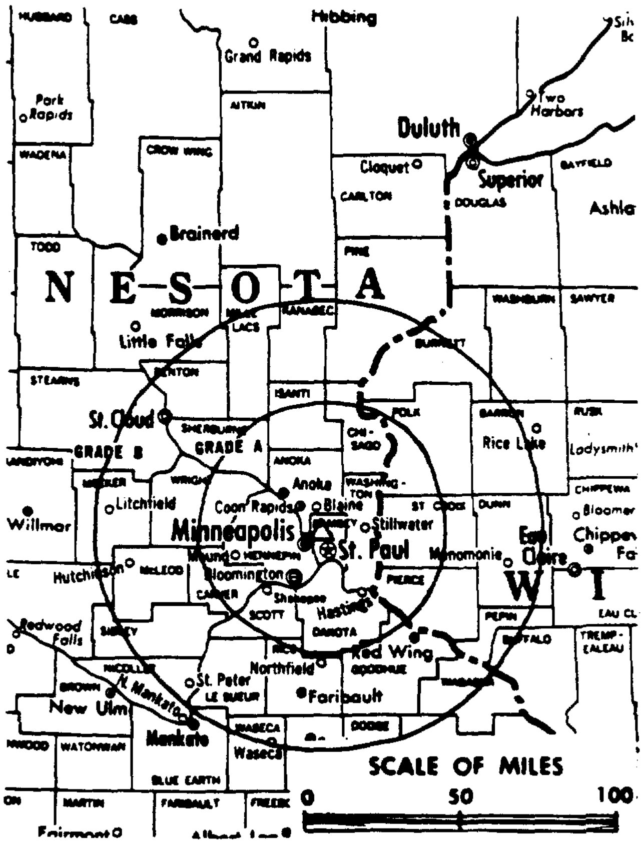
Highest 30 Sec. Rate: $3000.

NETWORK BASE HOURLY RATE: $1800.

City of License: St. Paul. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	MINNESOTA			
50% & Over	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,500	18,200	98
	Brown	10,200	10,000	98
	Carver	14,000	13,900	99
	Chippewa	5,600	5,500	98
	Chisago	10,000	9,900	99
	Cottonwood	5,200	5,000	96
	Crow Wing	17,100	16,700	98
	Dakota	78,300	77,800	99
	Dodge	5,500	5,400	98
	Douglas	11,400	11,200	98
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
	Hennepin	387,800	384,300	99
	Isanti	8,900	8,800	99



KSTP-TV BMPCT-7396 Granted 5/23/72 © American Map Corp., 14344

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Jackson	4,900	4,800	98
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,100	11,000	99
	Martin	9,700	9,600	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Nicollet	9,400	9,300	99
	Pine	7,600	7,400	97
	Pope	4,600	4,500	98
	Ramsey	179,300	177,800	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	15,800	15,600	99
	Scott	16,300	16,200	99
	Sherburne	11,000	10,900	99
	Sibley	5,500	5,400	98
	Stearns	35,800	35,300	98
	Steele	11,000	10,900	99
	Stevens	3,800	3,700	97
	Swift	4,700	4,600	98
	Todd	9,400	9,100	97
	Wabasha	7,400	7,300	99
	Wadena	5,000	4,800	96
	Waseca	6,900	6,800	99
	Washington	42,200	41,900	99
	Watonwan	4,700	4,600	98
	Wright	21,600	21,300	99
	Yellow Medicine	4,700	4,500	96

(Continued on page A-583)

Station Totals	**1,482,200**	**1,463,200**	**98**
Net Weekly Circulation (1987)		**1,139,100**	
Average Daily Circulation (1987)		**637,400**	

KMSP-TV

Ch. 9

Network Service: Fox.

Licensee: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA 90211.

Studio: 6975 York Ave. S, Minneapolis, MN 55435.

Telephone: 612-926-9999. **TWX:** 910-576-2926.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual. Antenna: 1427-ft. above av. terrain, 1430-ft. above ground, 2339-ft. above sea level.

Latitude	45°	03'	30"
Longitude	93°	07'	27"

Transmitter: 5509 Gramsie Rd., Shoreview.

Satellite Earth Stations: Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 5-meter Ku-band; Microdyne, 7-meter; Scientific-Atlanta, Microdyne, Harris receivers.

News Services: INN, CNN.

Ownership: United Television Inc., 100%. See Group Ownership of Television Stations.

Began Operation: January 9, 1955. Sale to United Television Inc. by Minneapolis Tower Co. (Morris T. Baker) approved May 23, 1956 by FCC (**Television Digest**, Vol. 12:14, 16, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1957 (Vol. 13:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1958 (Vol. 14:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 by FCC (Vol. 15:34, 44). United Television Inc. acquired 100% of stock from 20th Century-Fox June 8, 1981.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

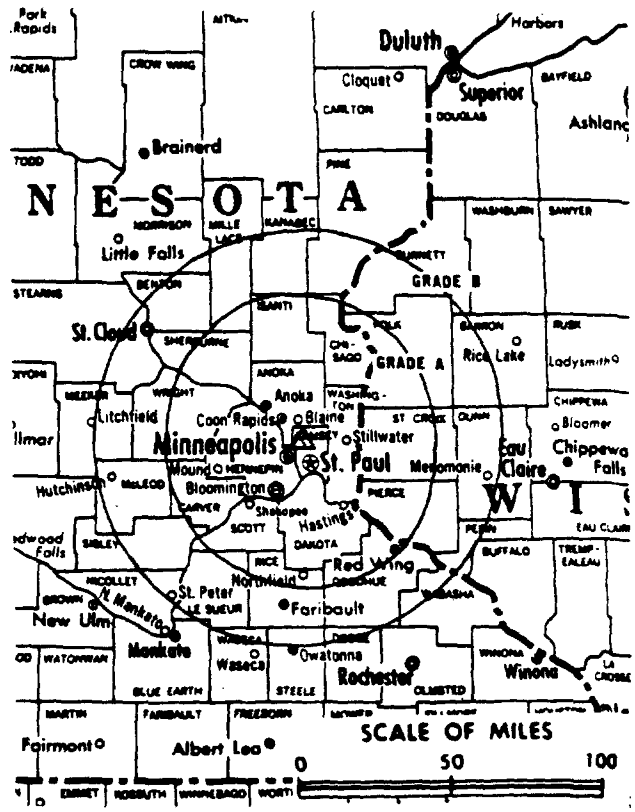
Personnel:
EVAN THOMPSON, president.
GARTH S. LINDSEY, vice president, finance.
STUART SWARTZ, general manager.
ROGER WERNER, general sales manager.
RICH AMBROSE, national sales manager.
STEPHANIE PETERSON, local sales manager.
JAMES ZERWEKH, program director.
DARRELL SCHMIDT, business manager.
BARBARA TEELE, traffic manager.
PENNY PARRISH, director of news.
JOE CARNEY, director of operations.
SUSAN ARNESSON, manager, program services.
DAROLD ARVIDSON, director of engineering.
PAMELA SPRINGER, promotion manager.
LEILA LARSON, administrative assistant.

Highest 30 Sec. Rate: $2500.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 15.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	MINNESOTA			
50% & Over	Anoka	71,500	71,300	100
	Benton	9,500	9,400	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,500	18,200	98
	Brown	10,200	10,000	98
	Carver	14,000	13,900	99
	Chippewa	5,600	5,500	98
	Chisago	10,000	9,900	99
50% & Over	Cottonwood	5,200	5,000	96
	Crow Wing	17,100	16,700	98
	Dakota	78,300	77,800	99
	Dodge	5,500	5,400	98
	Douglas	11,400	11,200	98
	Goodhue	14,600	14,400	99
	Grant	2,700	2,700	100
	Hennepin	387,800	384,300	99
	Isanti	8,900	8,800	99
	Kanabec	4,900	4,800	98
	Kandiyohi	14,100	13,800	98
	Le Sueur	8,700	8,600	99
	Lyon	9,000	8,800	98
	Mc Leod	11,100	11,000	99
	Martin	9,700	9,600	99
	Meeker	7,700	7,600	99
	Mille Lacs	7,200	7,100	99
	Morrison	10,300	10,100	98
	Nicollet	9,400	9,300	99
	Olmsted	35,800	35,500	99
	Pine	7,600	7,400	97
	Pope	4,600	4,500	98
	Ramsey	179,300	177,800	99
	Redwood	6,700	6,500	97
	Renville	7,400	7,200	97
	Rice	15,800	15,600	99
	Scott	16,300	16,200	99
	Sherburne	11,000	10,900	99
	Sibley	5,500	5,400	98
	Stearns	35,800	35,300	98
	Steele	11,000	10,900	99
	Stevens	3,800	3,700	97



KMSP-TV BPCT-860116KE Granted 9/30/86 © American Map Corp., No. 14244

(Continued on page A-582)

Station Totals	1,831,100	1,807,900 [illegible]
Net Weekly Circulation (1987)		1,050,1[illegible]
Average Daily Circulation (1987)		492,[illegible]

APPENDIX B

Texas—Kerrville

KRRT

Ch. 35

Network Service: Fox.

Licensee: TVX of Kerrville/San Antonio.

Studio: 6218 N.W. Loop 410, San Antonio, TX 78238.

Telephone: 512-684-0035.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1763-ft. above av. terrain, 1520-ft. above ground, 3016-ft. above sea level.

Latitude	29°	36'	37"
Longitude	98°	53'	35"

Transmitter: 2.3-mi. ENE of intersection of Hwys. 1283 & 37, Lake Hills.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: 2 United Satellite Systems, 5-meter C-band; U.S. Tower, 2-meter Ku-band; Collins, Scientific-Atlanta receivers.

Ownership: TVX Broadcast Group, 80%. See Group Ownership of Television Stations.

Began Operation: November 6, 1985.

Represented (sales): Seltel Inc.

Represented (legal): Kenkel, Barnard & Edmundson, P.C.

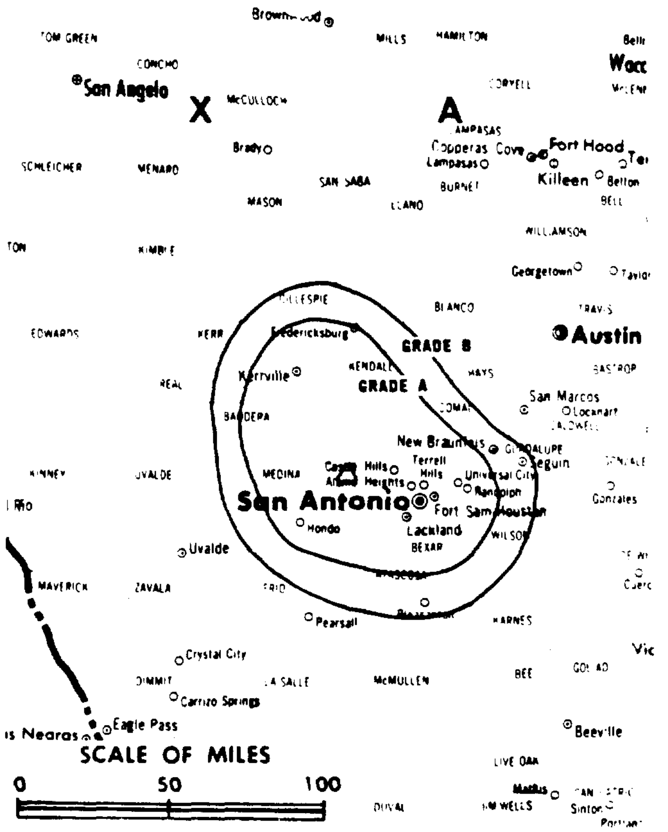
Represented (engineering): Lawrence Behr Associates Inc.

Personnel:
RICHARD LOWE, vice president & general manager.
MORRIE BEITCH, sales director.

Highest 30 Sec. Rate: $600.

City of License: Kerrville. **ADI:** San Antonio. **Rank:** 44.

Total Households: © MSI Consumer Market Data as of 1/1/87. TV Homes, TV% and Circulation © 1987 Arbitron. County coverage based on Arbitron study.



KRRT BMPCT—841128KG Granted 2/25/85 © American Map Corp., No. 1424

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	TEXAS			
50% & Over	Bandera	3,700	3,700	100
	Kendall	5,100	5,000	98
	Medina	8,700	8,500	98
	TEXAS			
Between 25-49%	Atascosa	10,100	9,900	98
	Bexar	374,100	369,800	99
	Comal	17,100	16,900	99
Between 25-49%	Edwards	700	700	100
	Guadalupe	19,600	19,200	98
	Kerr	14,200	13,900	98
	Mason	1,600	1,500	94
	Uvalde	7,800	7,600	97
	Wilson	6,600	6,400	97
	TEXAS			
Between 5-24%	Blanco	2,400	2,400	100
	Frio	4,400	4,300	98
	Gillespie	6,400	6,200	97
Station Totals		482,500	476,000	98
Net Weekly Circulation (1987)				226,400
Average Daily Circulation (1987)				102,400